

Terms of Reference (TOR)

Position Title: Business Development Officer

Institution: Model Institute of Technology (MIT), Kamaladi, Kathmandu

Job Type: Full-time

Required Number: 1

1. Preferred Discipline Areas of Specialization:

To support student success and institutional growth by providing academic and career counseling services while contributing to business development initiatives such as student recruitment, partnerships, and outreach. The role focuses on enhancing student engagement, retention, and satisfaction, alongside expanding the institution's market presence and collaborations.

2. Required Qualifications:

- Bachelor's (preferably master's)or equivalent degree in Business Administration, Marketing, Education, or related field from a recognized institution
- Training or certification in student counseling, career guidance, or business development is preferred.

3. Experience:

- Minimum 2–3 years of relevant experience in student counseling, admissions, marketing, or business development (preferably in academic institutions)
- Experience in student recruitment, stakeholder engagement, or partnership development is an advantage
- Proven ability to handle student concerns and provide guidance effectively
- Experience in stakeholder engagement, partnership building, and strategic communications.

Main Roles and Responsibilities:

R.1. Student Counseling and Support

- Provide academic, career, and personal counseling to students
- Assist students in course selection, career planning, and personal development
- Address student concerns and refer critical cases to appropriate professionals if required
- Maintain confidential records of counseling sessions

R.2. Student Recruitment and Admissions Support

- Counsel prospective students and parents regarding academic programs and career opportunities
- Support admissions processes including inquiries, follow-ups, and conversions
- Conduct presentations, orientations, and counseling sessions for prospective students

R.3. Business Development and Outreach

- Identify and develop partnerships with schools, colleges, training institutes, and organizations
- Plan and execute outreach activities such as seminars, workshops, and promotional events
- Support institutional branding and marketing initiatives
- Explore new opportunities for institutional growth and collaboration

R.4. Market Research and Strategy Support

- Conduct market research to understand student demand and industry trends
- Provide insights for new program development and improvement
- Assist in developing strategies to enhance student enrollment and retention

R.5. Relationship Management

- Maintain strong relationships with students, parents, alumni, and external partners
- Act as a liaison between students and academic/administrative departments
- Ensure high levels of student satisfaction and engagement

R.6. Reporting and Documentation

- Maintain records of counseling sessions, recruitment activities, and partnerships
- Prepare periodic reports on admissions performance and outreach activities
- Track and analyze key performance indicators (KPIs) related to student engagement and business development

R.7. Event Coordination and Participation

- Organize and participate in educational fairs, career counseling sessions, and institutional events
- Support student engagement programs and institutional campaigns

R.8. Upholding Organizational Core Values

- Promote professionalism, integrity, and student-centered service
- Ensure ethical practices in counseling and recruitment
- Foster a supportive and inclusive environment for students and stakeholders

5. Working Base:

- Predominantly office-based (70%)
- 30% involvement in fieldwork, outreach programs, institutional visits, and events

6. Skills and Abilities:

- Strong communication and interpersonal skills
- Counseling, listening, and problem-solving abilities
- Marketing, networking, and negotiation skills
- Ability to work independently and as part of a team
- Organizational and time-management skills
- Proficiency in MS Office and basic data analysis
- Ability to handle sensitive situations with confidentiality

7. Additional Responsibilities:

The duties and responsibilities listed above are not exhaustive. The role holder may be required to perform additional tasks within reasonable limits of their skills and experience, as assigned by management.

8. Reporting line: Business Development Manager